INFORMATION LETTER

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Program for Spring Meeting of N.C.A. Directors

Friday, May 22, Congressional Room, Hotel Statler

Presiding: Louis Ratzesberger, Jr., President, National Canners Association

Luncheon

Address: "Eisenhower and the Congress"—The Honorable Leslie C. Arends, Republican Whip of the House

Address: "Economic Understanding"—Paul H. Good, Manager, Education Department, U. S. Chamber of Commerce

Roll Call: Secretary Carlos Campbell

Resignations and Election of Substitutes; Election to Fill Vacancies

Appointment of Nominating Committee for election of Executive Committee

Report on "The Canning Industry's Interest in Pending Proposals to Amend the Robinson-Patman Act"—H. Thomas Austern, Chief Counsel, N.C.A.

Report on Convention Location Survey

State Food Control Activities

Report on Non-voting Membership: Fred C. Heinz

Adjournment to Home of Secretary Campbell, 1607 S. Arlington Ridge Road, Arlington, Va.

Saturday, May 23, Congressional Room, Hotel Statler

Report on N.C.A. Financial Status; Presentation of 1952 Audit: Fred C. Heinz, Chairman, Finance Committee

Report of Nominating Committee for election of Executive Committee

Report of Procurement Committee: Alfred J. Stokely, Chairman

Transportation Costs as Part of Canned Foods Marketing Problem—Dr. Donald E. Church, Chief, Transportation Division, Bureau of the Census

Review of Special Canned Foods Promotion Committee Study and Recommendations: W. A. Free, Sr., Chairman

Resignations of Substitutes; Reelection of Board Members

Adjournment

N.C.A. Board To Study Major Problems of Canning Industry

The problems of the new Administration in Washington and major current concerns of the canning industry are programmed on the agenda for the Spring meeting of the N.C.A. Board of Directors and Administrative Council, in Washington, May 22 and 23.

The Honorable Leslie C. Arends, Congressman from Illinois and Republican Whip of the House of Representatives, will start the proceedings after lunch Friday, May 22, at Hotel Statler with an address on the program and accomplishments to date of the new Administration. His topic is "Eisenhower and the Congress". He will outline the situation faced by Republican administrators and legislators after 20 years of Democratic party rule and the steps being taken to bring about Republican policies and programs.

Mr. Arends will be followed by Paul H. Good of the U. S. Chamber of Commerce, whose topic is "Economic Understanding". Mr. Good will explain how certain business and industry organizations are attempting to bring about an understanding in their communities of the free enterprise and profit system.

A presentation of details of the pending and proposed Robinson-Patman legislation will be made by Chief Counsel H. Thomas Austern, and other spots on the Friday program deal with various items of Association business.

A good part of the Saturday morning session on May 23 will be given over to consideration of the report of the Special Committee on Canned Foods Promotion, authorized at the 1953 Canners Convention. Chairman W. A. Free will present this report and lead the discussions. The Committee will have a full day's session on May 21 preparing the report and recommendations.

N.C.A. Membership Seal

There is reproduced here a membership seal that may be displayed by canners on their business stationery to indicate that they are members of the N.C.A. On request to the N.C.A. in Washington, members who desire to use this new seal on their stationery will receive an electrotype of this size without charge.

USDA Appropriations

The House Committee on Appropriations on May 14 approved a bill, H. R. 5227, providing $712.3 million in direct appropriations for the U. S. Department of Agriculture in the coming fiscal year.

The total amount is $37.1 million less than requested by the new Administration and $24.3 million less than funds available during the current fiscal year.

The Production and Marketing Administration was granted $190.7 million in the bill, an increase of $17.8 million over 1953 appropriations, and the National School Lunch Program was continued at $83 million.

N.C.A. 1952 Financial Report

A copy of the audited financial statement of the National Canners Association for 1952 was mailed this week to each member.

Mailed also were copies of the Annual Report of the Information Division for 1952, highlighting the Division's program and displaying samples of results obtained.

STATISTICS

Lima Beans for Processing

An increase of nearly 15 percent over 1952 in the planted acreage of green lima beans for processing is indicated for 1953, according to the Bureau of Agricultural Economics.

If early-season prospects materialize, the 1953 plantings for canning, freezing and other processing will total 113,500 acres. This is the second largest acreage on record, exceeded only by the 1949 plantings. It compares with 99,100 acres planted in 1952 and an average of 86,730 acres for the 1942-51 period.

Assuming a loss of plantings of about 8 percent, in line with recent years, a planting of 113,500 acres of processing lima beans would result in about 104,400 acres for harvest. This compares with 94,200 acres harvested in 1952 and an average of 80,370 acres for the 1942-51 period.

Following is the acreage in prospect at the present time:

State	1952 Indicated (acres)	1952 Planted (Revised) (acres)	1953 Indicated (acres)	Change from 1952
N. Y.	5,300	4,400	4,600	+5
Pa.	4,800	4,500	4,600	+2
Ohio	600	500	750	+50
Mich.	2,600	1,500	2,500	+67
Wis.	7,900	7,300	9,600	+32
Del.	20,000	20,000	23,000	+15
Md.	3,400	3,600	4,000	+11
Va.	4,500	3,800	4,400	+16
Wash.	2,500	450	800	+78
Calif.	20,300	22,100	28,000	+27
Other states[1]	29,900	30,950	31,250	+1
U. S. Total.	101,800	99,100	113,500	+14.5

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.

Green Peas for Processing

Planting schedules for green peas in the Middle Atlantic States were closely followed and practically all of the processing acreage for 1953 in this area was seeded before May 1, according to the Bureau of Agricultural Economics. But from western New York across the northern half of the country to the Rocky Mountains and in the Pacific Northwest, particularly west of the Cascade Mountains, frequent rains and late snow flurries delayed planting. In Wisconsin, some growers are already two weeks behind schedule.

Production of Fruits

Prospects for production of deciduous and citrus fruits in 1953 were reported by the Bureau of Agricultural Economics in its General Crop Report issued May 11, reflecting conditions on May 1.

Peaches

In California, some damage to clingstone peaches was caused by the April freezes but was less than for many of the other deciduous fruits. Thinning or partial thinning is expected to be required in most orchards. Prospects for freestones point to a relatively good crop, although some damage was caused by the April freezes to early Elbertas and other early blooming varieties.

Citrus

The total orange crop for the 1952-53 season is estimated at 120.7 million boxes, 2 percent above last season and 18 percent above average. The total grapefruit crop is placed at 38 million boxes, 6 percent less than last season and 26 percent less than average. California lemons are estimated at 12.4 million boxes, 3 percent less than last season and 2 percent less than average.

Early and mid-season oranges have been harvested except for about a million boxes of California navels. About 44 million boxes of Valencias were still available for use on May 1—16 million in Florida and 28 million in California. On May 1, 1952, about 42 million boxes of Valencia oranges remained for harvest—16 million in Florida and 26 million in California. Very few mid-season oranges were available in either state a year ago. Only about 5 million boxes of grapefruit were available on May 1 this year compared with about 12 million a year earlier, of which 9 million were utilized.

Cherries

The California sweet cherry crop is forecast at 31,000 tons, 8,500 tons below the 1952 crop but 11,200 tons above the short 1951 crop. The 10-year average is 29,530 tons. Since cherries in California bloomed later than some of the other deciduous fruit crops, frost damage was generally light. A few of the very early varieties are already maturing. The 1953 production is expected to consist of 13,200 tons of Royal Annes and 17,800 tons of other varieties. In 1952, the production of Royal Annes was 16,500 tons and other varieties was 23,000.

In Washington, freezes during mid-April caused some damage to sweet cherries. The bloom in the western sour cherry area was about two weeks later than usual.

In Oregon, sweet cherries bloomed over a relatively long period of time. The bloom of sour cherries was good. There was very little frost damage to either sour or sweet cherries.

Apricots

The apricot crop in California is forecast at 178,000 tons, 13 percent above the 1952 crop, 3 percent above the 1951 crop but 11 percent below the 10-year average. The mild winter resulted in early development of new growth and blooming. Cold weather in late February, the middle of March and the first part of April caused some damage, the amount varying widely by areas and among orchards in the same area.

Prunes and Plums

Injury to prunes by the late frosts was irregular. The heaviest damage was reported in Napa, Sonoma, and Colusa Counties. Some damage was reported in Santa Clara Valley. The production of plums in California is forecast at 76,000 tons, 23,000 tons above the production in 1952 but 5,600 tons below the average. The bloom was very heavy this year. The damage by late frosts was rather light.

California Apricots, Cherries, and Plums

Crop	1942-51 Average (tons)	1952 (tons)	1953 Indicated (tons)
Apricots	201,100	158,000	178,000
Cherries, sweet	29,530	39,500	31,000
Plums	81,600	53,000	76,000

Pears

Pear prospects in some areas of California sustained very little loss by the late frosts, since the blossoming of pears is generally later than many deciduous fruit crops. However, in some orchards and in some localities, the damage was quite heavy.

Apples

The California apple crop bloomed earlier than usual. Some of the earlier flowering varieties were definitely damaged by the late spring frosts. The Watsonville area generally escaped the freeze injury.

Vegetables for Fresh Market

As of May 1, the indicated spring production of commercial vegetables for fresh market was 10 percent greater than in 1952 and 10 percent above the 1949-51 average, according to the Bureau of Agricultural Economics. This estimate is based on reports covering all spring vegetable crops.

Larger spring crops of onions, cabbage, tomatoes, watermelons, and asparagus are largely responsible for

the greater production this season. Production of spring crops of lima beans, snap beans, cauliflower, sweet corn, cucumbers, and eggplant is moderately below the 1952 level, and spring crops of carrots, green peas, and shallots are substantially lighter than a year ago. The net increase in production is due in part to the larger spring acreage available for harvest this year—8 percent above 1952 and 5 percent above the 1949-51 average—but generally favorable crop conditions resulting in above-average yields have also contributed to heavier production.

Canned Meat Report

The quantity of meat canned and meat products processed under federal inspection during the month of April has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 162,161 thousand pounds.

Canned Meat and Meat Products Processed under Federal Inspection April, 1953

	3 Lbs. & over	Under 3 Lbs.	Total
	(in thousands of pounds)		
Luncheon meat	14,315	9,798	24,114
Canned hams	16,448	578	17,025
Corned beef hash	173	4,381	4,554
Chili con carne	468	4,338	4,805
Vienna sausage	75	4,441	4,516
Frankfurters and weiners in brine	8	269	278
Deviled ham	.....	497	497
Other potted and deviled meat products	.....	2,745	2,745
Tamales	36	2,105	2,141
Sliced, dried beef	14	358	372
Liver products	.....	276	276
Meat stew	40	5,147	5,187
Spaghetti meat products	99	5,244	5,343
Tongue (not pickled)	43	182	225
Vinegar pickled products	807	1,412	2,219
Bulk sausage	.....	468	468
Hamburger	579	2,683	3,262
Soups	1,632	58,401	60,033
Sausage in oil	194	378	572
Tripe	1	734	735
Brains	8	225	233
Bacon	15	30	45
All other products 20% or more meat	291	5,086	5,377
All other products less than 20% meat (except soup)	748	13,134	13,882
Total all products	35,994	122,910	158,904

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense agencies are not included in these items. Total production, including quantities for defense agencies, was 162,161 thousand pounds.

Business Conditions

Business activity by the end of the first quarter of 1953 was continuing at a high level. Total industry production was still being maintained through April at an all-time high and the leading statistical indicators pointed to a further expansion of business activity during the next few months. However, it appears that a cyclical decline in several of the leading statistical indicators of business cycle changes is beginning. Despite this, a general downturn in business activity is not expected for at least several months. The downturn in wholesale prices suggests that a downward trend in the wholesale commodity index is highly probable.

Production

Total industrial production in March was almost one percent higher than February. April estimates indicate a continuation of the high level of production with production of durable goods rising still higher in April while nondurable goods will probably drop slightly from the record high in March. March production of canned fruits and vegetables was 9 percent below February and about one percent below a year ago.

		Percent change from	
	March, 1953	Feb., 1953	March, 1952
Industrial Production (1935-39 = 100)			
Total industry	242	+0.8	+9.5
Manufactured food products	168	+1.8	+1.2
Canned Fruits and Vegetables	81	−9.0	−1.2

Employment and Wages

The usual spring expansion in farm activities raised employment about one-half million above farm employment in February. Nonagricultural employment reached, in March, 1953, the highest level ever reached for the month. Unemployment at 2.7 percent of the total civilian labor force was somewhat below unemployment a year earlier. All durable goods industries with the exception of ordnance and lumber reported decreases in the length of the workweek during March, In the nondurable goods industries, average weekly hours rose in contrast to the slight decline usually recorded at this time of year. Hourly rates were up 1 cent in February and 2 cents above the mid-January level. Consequently, weekly earnings of manufacturing production workers rose 93 cents in March.

		Percent change	
	Latest month	Month ago	Year ago
Employment (thousands)			
Civilian labor force	63,134*	+0.7	+2.6
Total manufacturing	16,755	+0.6	+5.6
Canning and Preserving	127	+10.7	+20.5

* March, 1953. Others February, 1953.

		Percent change from	
	Latest month	One month ago	One year ago
Wages (production workers)			
Average hourly earnings (dollars)			
Manufacturing	1.75*	+0.6	+6.1
Canned Fruits, Vegetables and Soups	1.40	+0.7	+3.7

* March, 1953. Other February, 1953.

Sales and Inventories

Total business inventories increased slightly in March. The largest increase (1.2 percent) was registered by retail inventories with wholesale inventories up 0.6 percent. This increase was partially offset by a decline of 0.2 percent in manufacturers' inventories. Sales were practically unchanged in March when compared with February, but were almost 13 percent above a year earlier. Sales in the canning and preserving industry showed the largest increase in sales over a year ago of any component in the food and kindred products group, registering in March of this year sales that were 51.8 percent over sales a year ago. Retail sales showed a decline of about 1 percent in March offset by a wholesale increase of 0.7 percent.

		Percent change from	
	March, 1953	Feb., 1953	March, 1952
Sales and Inventories (billion dollars)			
Inventories:			
Total business	75.2	+0.3	+2.1
Manufacturing	43.8	−0.2	+1.2
Food & kindred products	3.3	−1.3	−6.2
Canning and Preserving	.5	−6.5	−1.1
Wholesale, total	10.2	+0.6	+1.2
Retail, total	21.2	+1.2	+4.5
Food stores	2.1	+0.2	−2.1
Sales:			
Total business	49.1	+0.1	+12.9
Manufacturing	25.4	+0.3	+15.1
Food & kindred products	3.4	+1.3	+7.4
Canning and Preserving	.3	−1.0	+51.8
Wholesale, total	9.2	+0.7	+10.6
Retail, total	14.4	−1.1	+10.6
Food stores	3.4	−0.8	+6.2

Prices

Wholesale prices increased slightly in March over February, but were 2 percent below a year ago for all commodities. Canned fruits and juices showed no change in March from February but were 4.5 percent above a year ago, while wholesale prices of canned vegetables and soups were 1.5 percent below a year ago. During the last two weeks of April, wholesale prices of farm products and processed foods increased, checking the downward trend during the first two weeks in April. Industrial prices remained stable during April. Consumer prices rose 0.2 percent in March with most major groups participating in the slight increase. Retail food prices also increased 0.2 percent in March but were almost one percent below a year ago.

		Percent change from	
	March, 1953	Feb., 1953	March, 1952
Wholesale: (1947–1949 = 100)			
All commodities	110.1	+0.5	−2.0
All foods	104.8	+0.7	−3.3
Farm products	100.0	+2.1	−7.6
Fruits, fresh	101.9	+4.8	−6.9
Vegetables, fresh	107.0	+3.2	−19.0
Fruits and Juices, Canned	107.9	0	+4.5
Vegetables and Soups, Canned	105.7	−0.7	−1.5
Retail: (1947–1949 = 100)			
All commodities	113.6	+0.2	+1.1
All foods	111.7	+0.2	−0.9
Canned Fruits and Vegetables	(a)	−0.2	+1.1

(a) Index not available; percentage changes calculated from Bureau of Labor Statistics weekly survey.

Income and Expenditures

Corporation profits and dividends in the first quarter of 1953 are estimated to be about the same as a year ago. Total personal income increased in March, principally because of a rise in labor income in manufacturing industries. Per capita disposable income in the first quarter of 1953 increased again, but at a slightly slower rate than in the preceding quarter. However, consumer spending rose more than disposable income, with the result that the savings rate dropped from 8.5 percent of disposable income in the fourth quarter of 1952 to 7.8 percent in the first quarter of 1953. It was still at a high peacetime level and 16.6 percent higher than a year ago. Farm income in March made some recovery from the low February level but was still 4 percent below the March, 1952, level.

		Percent change from	
	First quarter 1953	Fourth quarter 1952	First quarter 1952
Income and Expenditures (billion dollars)			
Disposable personal Income	245.0	+1.0	+6.8
Expenditures, nondurable goods	122.5	+0.9	+3.8
Personal net savings	19.0	−7.3	+16.6

Business Failures

Both the liabilities and the number of failures increased during March for all business and the manufacturing industries. An exception was registered for the canning and preserving industry, in which only five failures were registered for the first quarter of 1953 compared with seven in the first quarter a year ago. On the basis of weekly preliminary data on the number of failures during April, it appears that there will be practically no change from the March level. Some sources state that a further increase in the liabilities of business failures during the next few months would be an indication of a downturn of business activity beginning later in the year or early in 1954. Business failure is one of the earliest indicators of cyclical changes of business activity. This indicator usually precedes the low point in a business cycle by an average of about eight months and the peak of general business activity by an average of 11 months, according to the American Institute for Economic Research.

		Percent change from	
	March, 1953	Feb., 1953	March, 1952
Business Failures (number)			
All business	739	+6.9	+3.3
Manufacturing	153	+19.5	+5.5
Food and kindred products	12	0	−14.3

	First quarter 1953	Fourth quarter 1952	First quarter 1952
Canning and Preserving	5	−16.7	−28.6

Handbook of Canned Food Statistics

There are available a number of copies of the *Handbook of Canned Food Statistics*, issued by the N.C.A. Division of Statistics and initially distributed at the Canners Convention in Chicago. Copies are available upon request to the Statistics Division.

The handbook contains statistical summaries for many canned fruits, vegetables, and juices, covering canners stocks and shipments, distributors stocks, distribution of annual packs by can sizes, retail and wholesale price indexes, raw product prices and parity relationships, per capita consumption, and the current supply status.

Also available from the Statistics Division are copies of the addresses delivered at the Session on Improving Efficiency of Production and Distribution, at the 1953 Convention.

Directory of Members of National Preservers Assn.

The National Preservers Association has issued a directory of its members, listing company names, office and factory addresses, names of individuals, kinds of products packed, and brand names. Copies of the directory are available upon request to the National Preservers Association, 1346 Connecticut Ave., N. W., Washington 6, D. C.

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